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WESTFIELD STUDENTS TARGET UNDERAGE DRINKING WITH PROJECT STICKER SHOCK

Westfield- The Westfield Youth Peer Leadership Group and Westfield liquor stores have partnered to remind adults over the age of 21 what the risks of providing alcohol to minors are. The Sticker Shock campaign brings awareness towards underage drinking, one of the priorities of the Peer Leadership Group. The stickers are placed on the products throughout the store and act as “warning” labels to inform the public of the consequences they can face if they provide or purchase alcohol for minors. The message comes in loud and clear when minors are the ones spreading the word and taking action. Many are often unaware that they themselves can get into trouble along with the individual that is not of age for providing alcohol to minors.



6 students, along with their advisor, Amy Lewis, Health Educator of the Westfield Regional Health Department, placed stickers on alcohol cases and boxes in Peterson's Wines Unlimited on South Ave. West, House of Wine & Liquor on North Ave., ShopRite Wines and Spirits on South Ave. East, and Central Avenue Wines & Liquors on Central Ave. in Westfield during Red Ribbon Week which, celebrated annually in October, highlights the importance of living a drug-free life. The stickers remind customers that providing alcohol to those

under age 21 is illegal and that they could face up to 6 months of jail time or \$1,000 fine.

According to SAMHSA (the Substance Abuse and Mental Health Services Administration), adults who had their first drink before the age of 15 were 7 times more likely to experience alcohol problems than those who had not started drinking before the age of 21.

